

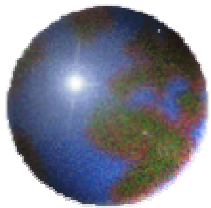
Hawai'i Tourism Asia

2005 Marketing Plan Update

February 2005

Marketing
Garden

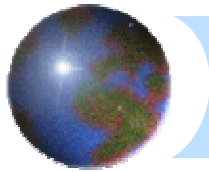




Asia Market Updates

Korea
China
Taiwan



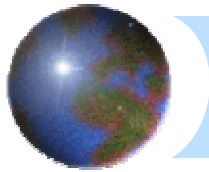


Korea Update

Korean Economic Update:

- ✿ **Mixed economic news from Korea in 2004**
- ✿ **Good overall growth of 4.8% in 2004 fuelled by exports which were up 30% in 2004**
- ✿ **Consumption and investment weak in second half of 2004**
- ✿ **Private consumption fell for second straight year in 2004**
- ✿ **Polarization of Korea's economy between weak domestic demand and robust exports**
- ✿ **In 2005, the Korean economy is projected to grow 3.7%**
- ✿ **Export growth is projected to slow to 9% but still amazingly high**
- ✿ **Domestic demand is expected to recover quickly in the second half of 2005**

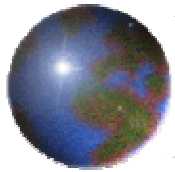




Korea Travel Market Update:

- ✿ **8.8 million outbound passengers in 2004, up an amazing 24.5% from 2003, doubling in just 10 years**
- ✿ **One out of every five Koreans went abroad in 2004**
- ✿ **Travel to the USA , however, fell by 8.2% (down 20.6% for leisure travel) due to stricter visa controls**
- ✿ **The visa application system via the internet remains extremely time-consuming and complex**
- ✿ **It now takes over 2 months to secure an interview date**
- ✿ **In the context of a travel market growing by 24.5% in 2004, the U.S. is not participating in this growth**

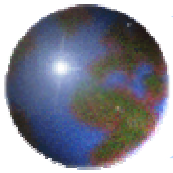




Korea Travel Market Trends:

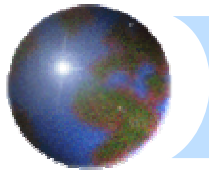
- ✪ **24.5% growth is due to:**
 - ✧ **Introduction of five-day work week**
 - ✧ **SARS recovery**
- ✪ **In 2005, outbound travelers is projected to increase even further with the adaptation of five-day work system by all workplaces starting July 2005**
- ✪ **To meet demands of growing FIT travelers and huge growth in online bookings, more travel agents are focusing on specialization of tour products**
- ✪ **Hawaii Tourism Korea is positioning Hawaii aggressively for specialized tour products in the areas of wellness, culture, golf, wedding/honeymoon etc.**





China Economic Update:

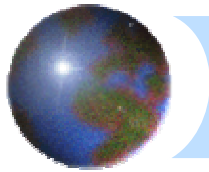
- ✦ **China's GDP rose dramatically by 9.5% in 2004**
- ✦ **Industrial production rose 11.5% and was the largest contributor to economic expansion**
- ✦ **Investment in fixed assets soared 25.8% year-on-year**
- ✦ **Consumer spending grew an amazing 13.3%**
- ✦ **Total imports and export were up 35.7%**
- ✦ **Foreign direct investment rose 13.3%**
- ✦ **China's total tax revenue exploded 25.7%**
- ✦ **The government is working to cool down this growth, but projections for 2005 remain just as strong**



China Travel Market Update:

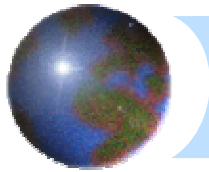
- ✿ **28.5 million outbound trips in 2004 by 19 million travelers**
- ✿ **40% more than in 2003 and 12% more than Japan**
- ✿ **Chinese airlines carried 120 million passengers, with industry profits of over \$1 billion, more than in all the previous 10 years combined**
- ✿ **The number of countries with Approved Destination Status (ADS) has soared in the past year from 30 to 91, opening up the world to Chinese group tourists**
- ✿ **Price competition in the China market is fierce**





China Travel Market Trends

- ✦ Among the 91 countries awarded ADS status are all 25 countries of Europe, while just last month, Canada, Britain, and Saipan received ADS approval -- they are the beneficiaries of the China boom
- ✦ The US, however, still does not have ADS and is closed to leisure groups
- ✦ The United States and China have agreed to a reciprocal visa arrangement with both sides offering 12-month multiple-entry business and tourist visas which will benefit frequent travelers
- ✦ The key challenges for Hawaii in China remains the lack of ADS status, the lack of direct air access, and the shortage of seats via Japan, the typical gateway

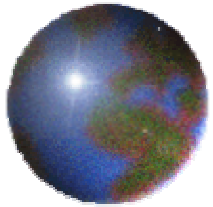


Taiwan Update

Taiwan Travel Market Update:

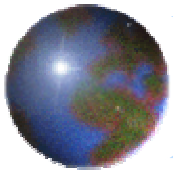
- ✦ Total outbound travel of 7.78 million in 2004 representing one third of the country's population
- ✦ Phenomenal growth of 31.36% year-on-year due to impact of SARS in 2003
- ✦ USA is top in long haul travel destination, up 12% from 2003
- ✦ China Airlines is adding a third direct flight to Hawaii starting March 29. With this, a new 9 day 3 island (Oahu, Big Island, Kauai) package is being introduced and promoted
- ✦ New product with romantic theme was introduced and is gaining popularity among agents: Second Honeymoon & Vow Renewal





2004-2005 Asia Marketing





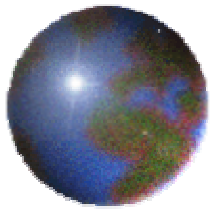
Strategy Update

- ☑ **Huge growth in outbound travel**
- ☑ **Weak demand for U.S. travel**
- ☑ **Hawaii Tourism Asia's key strategies in this environment are:**

Priority #1: Media Relations

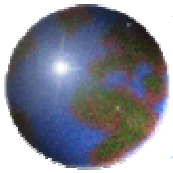
Priority #2: Travel Trade Marketing

Priority #3: Consumer Promotions



Asia Media Relations










Media Relations/PR Strategy

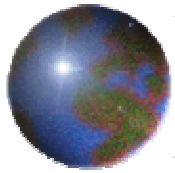
Key Media Relations Strategies

-  **Raise the visibility of Hawaii in key Asian media – Korea focus**
-  **Increase volume of Hawaii media coverage**
-  **De-emphasize high cost advertising**

Activities

-  **Daily media calls**
-  **15-25 monthly press releases in three languages**
-  **Monthly newsletters in three languages**
-  **Group/Individual media trips to Hawaii every month**
-  **Strong relationship building with Network TV**



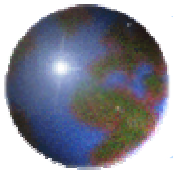


Korea Media Relations/PR

**Equivalent advertising value of Korea media
January-December 2004**

\$130.4 million

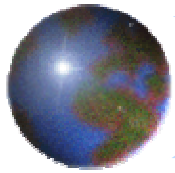
Cost to Hawaii Tourism Korea: \$22,000



Equivalent advertising value of China media January – December 2004

\$13.4 million

Cost to Hawaii Tourism China: \$8,000

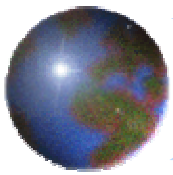


Taiwan Media Relations/PR

**Equivalent advertising value of Taiwan media
January-December 2004**

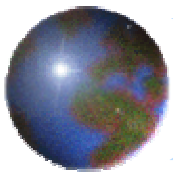
\$46.3 million

Cost to Hawaii Tourism Taiwan: \$8,100



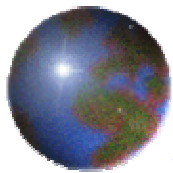
Type:	Network KBS-TV Coverage <YoYu ManMan>	KOREA
Date:	September 15, 2004	
Length:	65 minutes	
Viewership:	Network TV viewers, mainly housewives	
Audience:	5,500,000	
AD Value:	US\$7.2 Million	
Headline:	Actress Kim Suh Ra's life in Hawaii	
Summary:	Korean popular actress Kim Suh Ra shows her life in Hawaii. Her happy life in Hawaii is revealed via beautiful Hawaii scenes.	





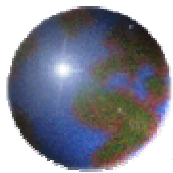
Type:	Network SBS-TV Coverage <Global Homestay>	KOREA
Date:	September 22 & 24, 2004	
Length:	55 minutes	
Viewership:	Network TV viewers from teens to 50s	
Audience:	5,000,000	
AD Value:	US\$5.6 Million	
Headline:	Actress Lee Il-Hwa visits a Korean family living in Hawaii	
Summary:	Introduction to the major tourist attractions of Hawaii	





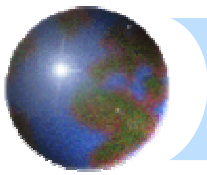
Type:	Network KBS-TV Coverage <World wide>	KOREA
Date:	December 13 & 16, 2004	
Length:	60 minutes	
Viewership:	General viewers from 10~50s	
No. of audience:	5,000,000	
AD Value:	US\$3.4 million	
Headline:	Aloha Festival and Hawaii's Wonderful Nature	
Summary:	The program introduces Hawaii traditional culture and history, dance, music and language.	





Type:	Network KBS -- Entertainment Tonight	KOREA
Date:	January 15, 2005	
Length:	2 minutes	
Viewership:	Network TV viewers from teens to 50s	
Audience:	6,600,000	
AD Value:	US\$440,000	
Headline:	HTK arranged for Korean superstar singers Bada and J to visit Hawaii to perform at the 7 th Annual Korean Festival of Hawaii	





Publication:
Date:
No. of Page(s):
Circulation:
AD Value:
Readership:
Headline:
Summary:

Tour De Monde
January 2005

KOREA

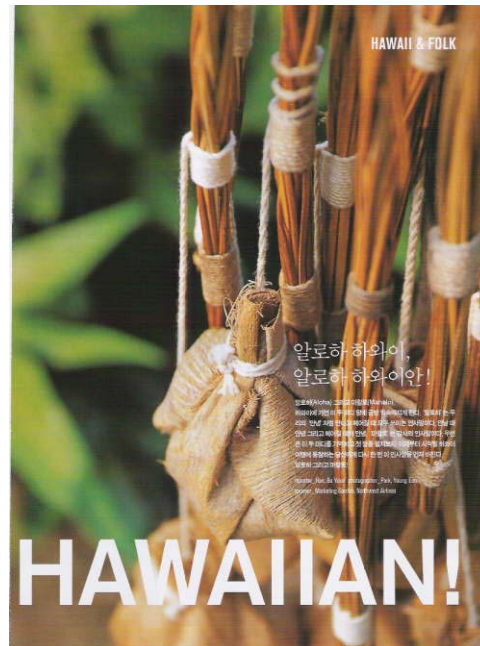
31 pages

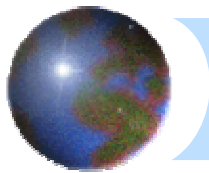
60,000

US\$250,800

Women in 20~30s, especially fashion leaders

The true Hawaii: Folk art, instruments, quilts, culture
Hawaii's unique history, music, art -- see the beauty of
Hawaii by understanding it as a whole.





Publication:
Date:
No. of Page(s):
Circulation:
AD Value:
Readership:
Headline:
Summary:

Golf Monthly, Golf Digest, Golf Magazine
December 2004 – January 2005

KOREA

5 pages each

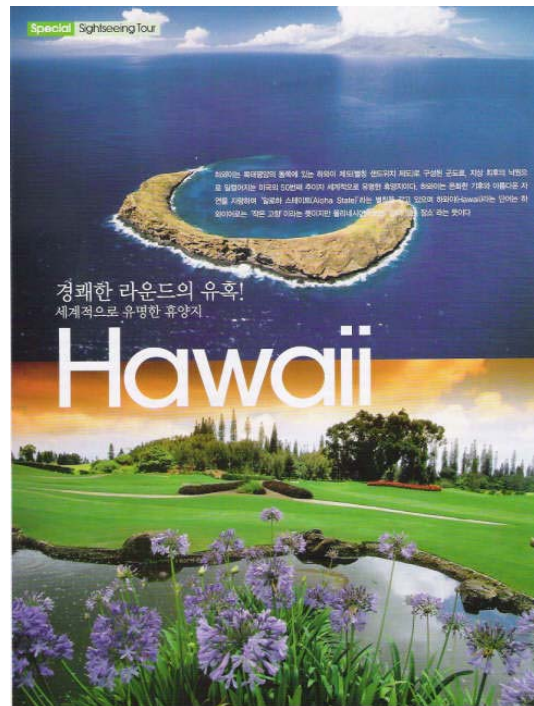
50,000

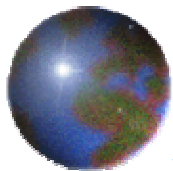
US\$180,000 in total

Golfers in 20~60s

Hawaii, the world's most famous place for golf

Hawaii is the golfers paradise for its unique nature and warm climate. Major golf courses are introduced in the editorial.

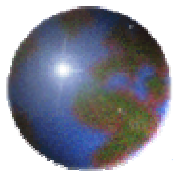




Publication:
Date:
No. of Page(s):
Circulation:
AD Value:
Readership:
Headline:

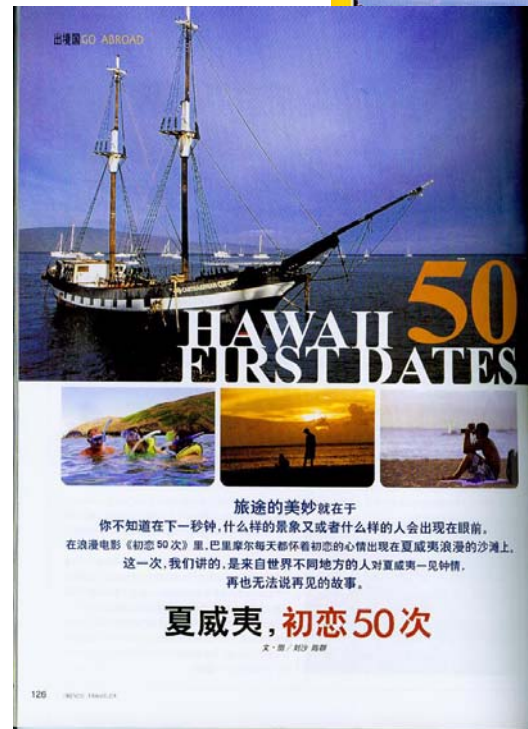
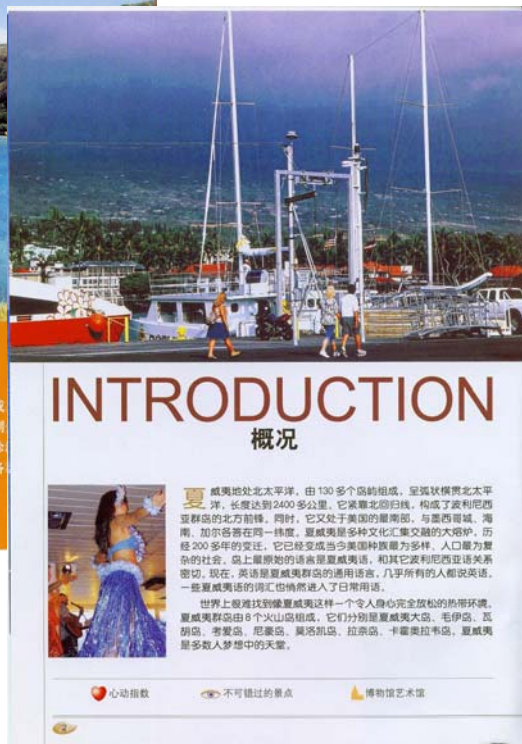
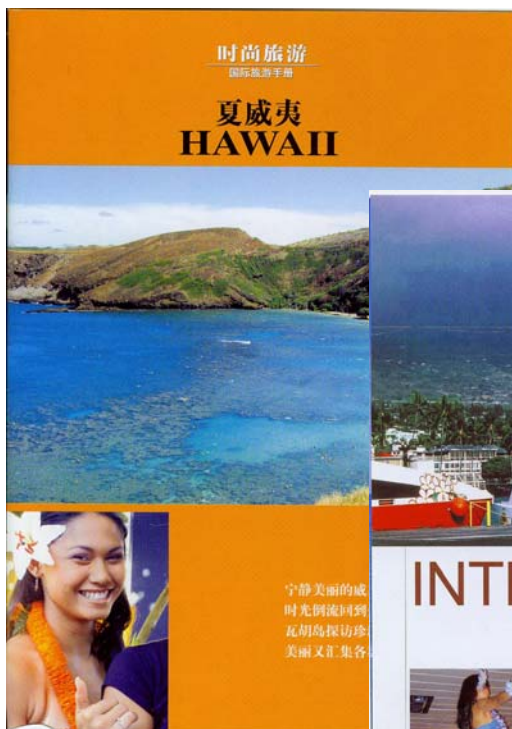
Korea Economic Daily & Mael Business Newspaper
November 1 & 15, 2004
KOREA
1 full page in each newspaper
1 million each
US\$200,000
Mass market
Big Island – Unique Environment and Exotic Mood
Maui – Time Stops in Maui with Fascinating Tourist Spots

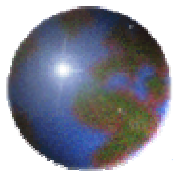




Publication: National Geographic Traveler
Date: November 2004
No. of Page(s): 12 full-page travel editorial plus 16-page travel manual
Circulation: 319,000 copies
AD Value: US\$1,349,396.-
Readership: Mass market readers in 10~60's
Headline: Hawaii 50 First Dates
Summary: Travel editorial and travel manual of Hawaii

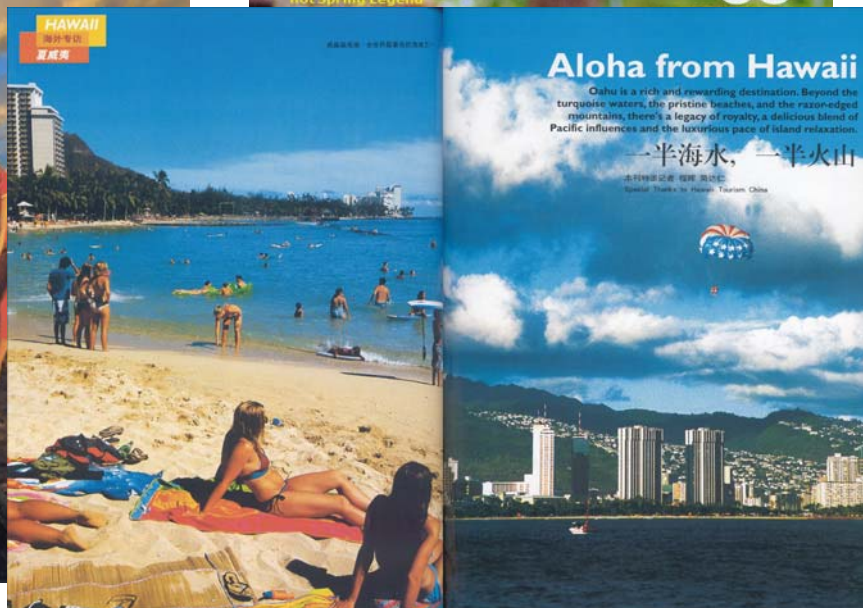
CHINA

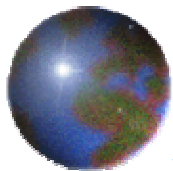




Publication: World Traveler
Date: August 2004 / November 2004
No. of Page(s): 24 full pages / 2 full pages
Circulation: 280,000
AD Value: US\$559,032.-
Readership: Mass market readers in 10-60's
Headline: Aloha from Hawaii / Join us in Hawaii
Summary: Hawaii travel editorial / readers club members outing recruitment note

CHINA





Publication:

Date:

No. of Page(s):

AD Value:

Readership:

Headline:

Summary:

Modern Bride

July 2004 / September 2004

7 full pages / 4 full pages

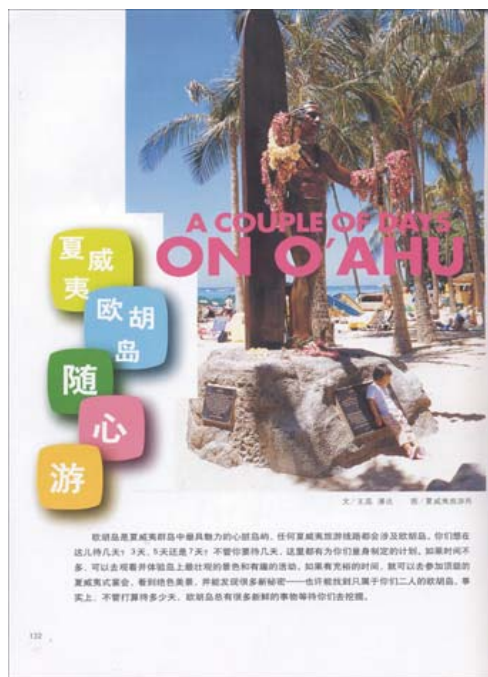
US\$484,000

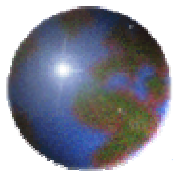
Mass market honeymoon travel throughout China

7-day visit in Oahu / The Best in Maui

Hawaii Feature with honeymoon special

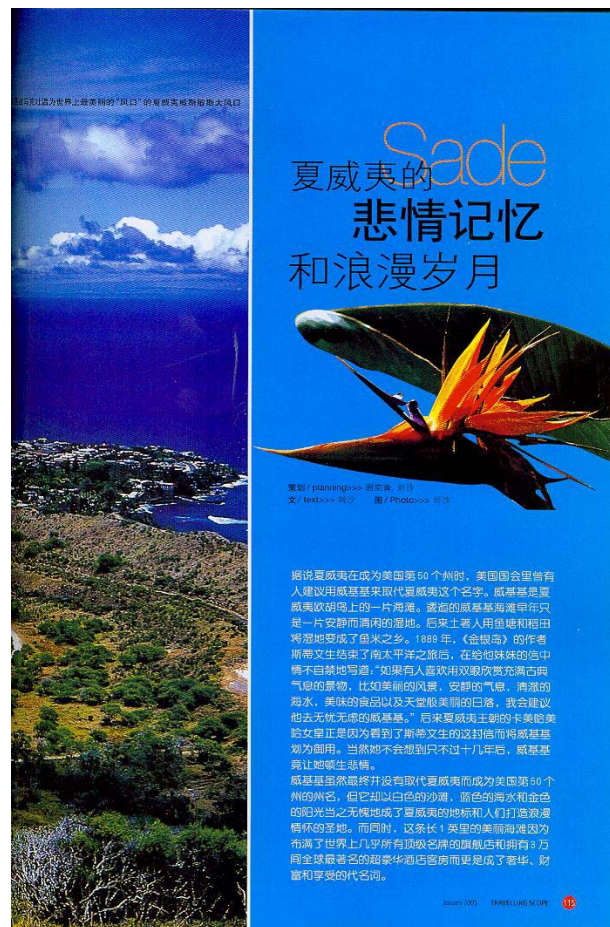
CHINA

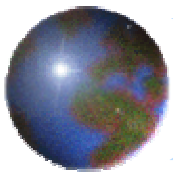




Publication: Travelling Scope
Date: October 2004
No. of Page(s): 8 full pages
Circulation: 100,000
AD Value: US\$288,000
Headline: Sad Memories and Romantic Years of Hawaii

CHINA

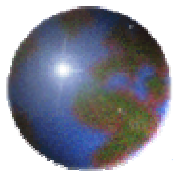




Publication: Traveler
Date: October 2004
No. of Page(s): 18 full pages
Circulation: 320,000
AD Value: US\$648,000-
Readership: Mass market readers 10-60's
Headline: Hawaii – how far away from us
Summary: Drive tour, getting married, and luxury hotels in Hawaii.

CHINA





Publication:

Date:

No. of Page(s):

AD Value:

Readership:

Headline:

Summary:

MOOK Travel Magazine -- Taiwan

January 2005

116 full pages

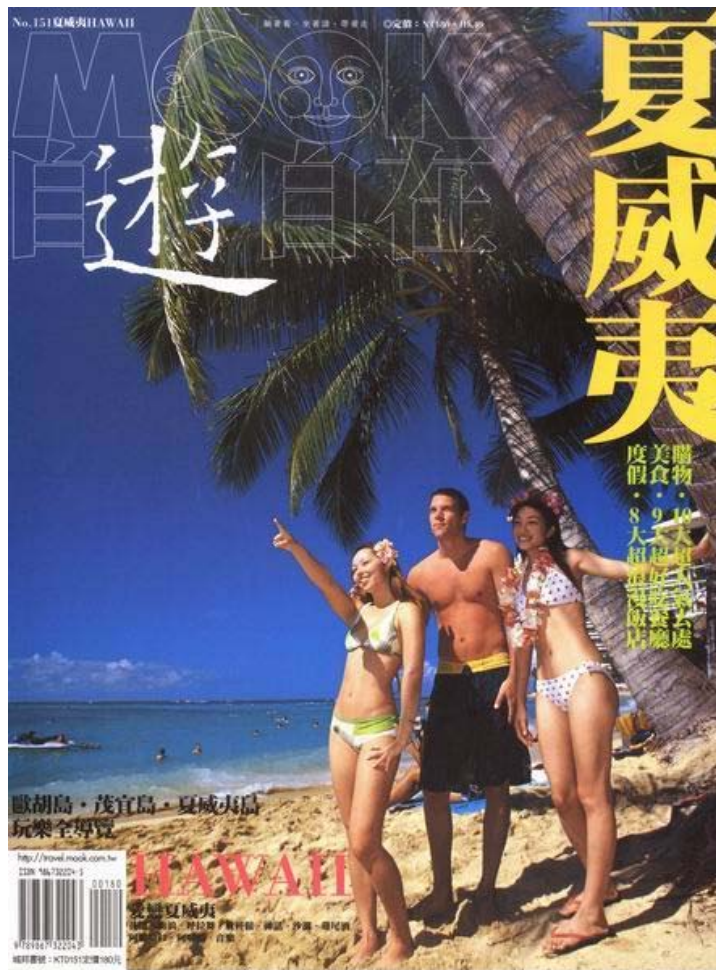
US\$ 1,745,600

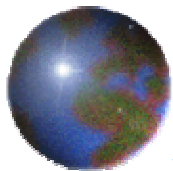
Mass market leisure travel throughout Taiwan

Single destination -- exclusive issue on Hawaii

shopping centers, restaurants, hotels, activities, attractions

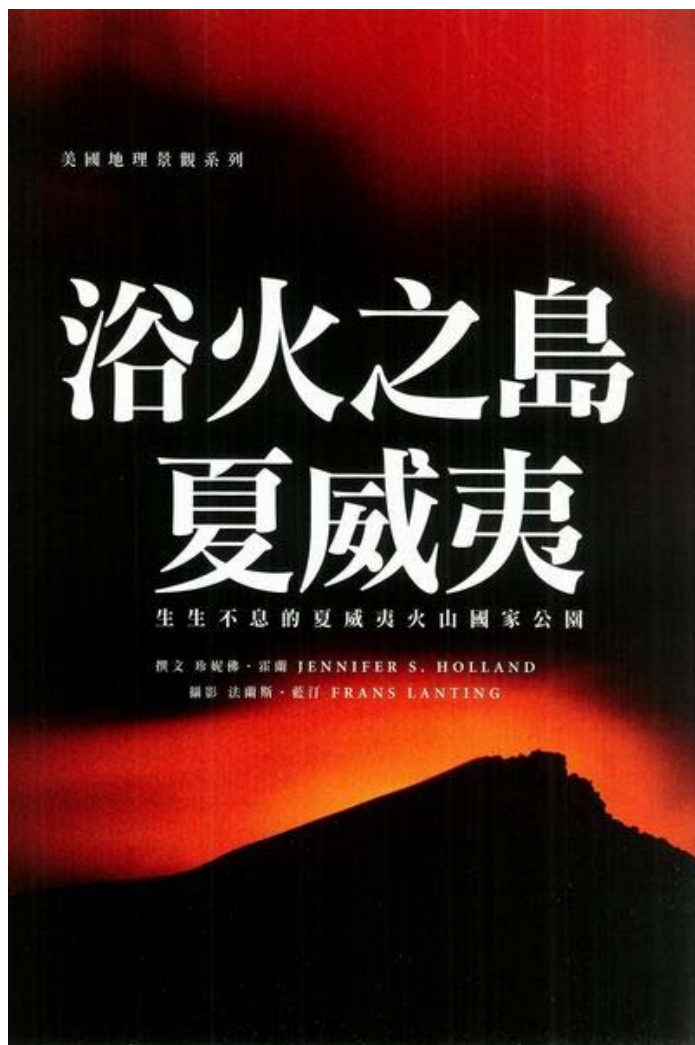
TAIWAN

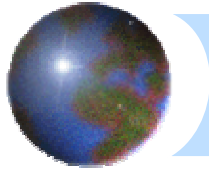




Publication: National Geographic Magazine -- Taiwan
Date: October 2004
No. of Page(s): 22 full pages
AD Value: US\$ 454, 200
Readership: Mass market throughout Taiwan
Headline: Magazine Cover – Volcano in Hawaii
Summary: Nature of Hawaii and its volcanoes

TAIWAN





Publication:

Date:

No. of Page(s):

AD Value:

Readership:

Headline:

Summary:

Sing Tao Daily News – Hong Kong

April 29 & 30, 2004

4 full pages

US\$ 74,980

Mass market throughout Hong Kong

Maui - Natural Paradise

Attractions in Hawaii: scenic spots, nature, culture, fun activities

HONG KONG

如 果說夏威夷群島乃太平洋上最閃亮的樂土，她的第二大島茂宜島 (Maui) 肯定是樂土上最耀眼的明珠。連續9年被著名旅遊雜誌《Condé Nast Traveler》選為世界最佳勝地的她，以原始天然掛帥，散發迷人魅力。

文：葉一 圖：葉一 Maui Eco-Adventures
 地圖：聯合航空、夏威夷觀光局 (台灣及亞洲)、Maui Visitors Bureau、Aloha Airlines Inc.
 Pacifi Marketing Group, Inc., The Ritz-Carlton Kapalua, Dollar Rent A Car Systems, Inc.

產田農製園 遠眺睡火山

能 夠俯瞰世界最壯麗之山，茂宜島的吸引力究竟為何而來？讓你在首都檀香山島嶼間的客機 (Island-hopper Flight) 前往茂宜島時，睡火山已不斷躍躍欲試。直至真正踏上這個擁有全世界最大睡火山的小島，對於有經驗的遊客，茂宜島的睡火山與檀香山的睡火山有著截然不同的魅力。茂宜島的睡火山，是茂宜島最獨特的景觀之一。茂宜島的睡火山，是茂宜島最獨特的景觀之一。茂宜島的睡火山，是茂宜島最獨特的景觀之一。

事實上，要體驗此小島的魅力，最合適的方法就是報名參加一趟生態旅遊。以眼目、手足並進地遠眺睡火山，在豐富的生態環境中，與大自然親密接觸。茂宜島的睡火山，是茂宜島最獨特的景觀之一。茂宜島的睡火山，是茂宜島最獨特的景觀之一。茂宜島的睡火山，是茂宜島最獨特的景觀之一。

茂宜島 世界最佳度假島 原始自然天國

乘獨木舟 穿越42英畝

參觀茂宜島文化中心的兩週連42英畝，如果單單靠獨木舟，未免太辛苦了。接受茂宜島文化中心的建議，參加由茂宜島文化中心主辦的獨木舟活動，不僅可以欣賞到茂宜島的自然美景，還可以體驗到茂宜島的傳統文化。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。

不過，要是你懶得走，只想坐在台下安靜地觀賞民族表演，那就不要錯過晚間的「地平線」(Horizon) 表演。此劇100人開演，展現了茂宜島的傳統文化。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。

工藝精品 全人手製成

當然，來到太平洋群島最原始的島嶼，最難忘的還是各式的手工藝品。你可以在茂宜島中心的手工藝市場或禮品店內選購。其中，最有代表性的就是茂宜島的木雕及手工藝品。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。



晚間歌舞 地平線可觀

除了看表演，遊客們也會被邀請上台參與，好像你可以穿上民族服飾，親身參與到茂宜島的歌舞中。或許，你會比他們更有技巧。此外，茂宜島人一般名為「Pua」的玩意，家人一起玩就最有意思。



Polynesian Cultural Center
 地址：59-370 Kaneohe Mhela Lane HI 96762
 電話：1-800-367-7000
 傳真：1-800-367-7000
 網址：www.polynesian.com
 時間：12:30-18:00 (星期日)
 18:00-22:00 (晚間表演)
 (中心晚間表演)
 費用：入場費及晚餐晚餐票，成人49美元 (約600港元)，小童39美元 (約480港元) 起。包括晚餐及茂宜島文化中心的交通費。成人71美元 (約900港元) 起，小童49美元 (約600港元) 起。

旅遊記事簿

持BNO護照、特區護照前往夏威夷，必須先辦美國簽證。
 查詢：2523 9011 (美國領事館)
 奧希聯合航空提供飛機轉機服務 (Honolulu)，週一至週四由香港飛往茂宜島，週五、六、日及公眾假期為6,000港元。
 查詢：2108 8111 (康康旅行社)
 入住茂宜島歷史、直達茂宜島的Sheraton Moana Surfer Hotel，每人每晚連稅收房費270美元 (約3,100港元) 起。
 地址：2365 Kalia Avenue, Honolulu, Hawaii
 電話：808 922 3111
 傳真：808 922 3111
 網址：www.sheraton.com/hawaii
 www.gohawaii.com
 (夏威夷觀光局官方網頁)

玻里尼西亞文化中心 賞太平洋民族真人騷

或 許近年關島、塞班、泰國普吉、峇里、宿務等旅遊勝地，已成為不少遊客的度假勝地。其實，夏威夷的樂趣不止於此。在茂宜島，你可以體驗到太平洋民族的傳統文化。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。茂宜島文化中心，是茂宜島最獨特的景觀之一。

7大民族 一次過認識

在太平洋上被譽為「太平洋的珍珠」的茂宜島 (Maui)，不少朋友一時間難以相信它的魅力。事實上，茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。

村落考察 最正傳統美

茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。

其他島上活動

茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。

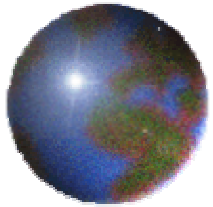
水族館降臨 魔鬼魚搶眼

茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。

Maui Ocean Center
 地址：192 Maalaea Road, Wailuku, Maui, Hawaii
 電話：808 270 7700
 傳真：808 270 7700
 網址：www.maui-ocean-center.com
 費用：成人20美元 (約240港元)，小童13美元 (約160港元) 起。

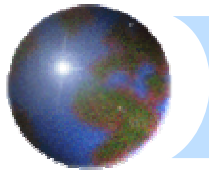
民俗民族 風美國機票

茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。茂宜島的傳統文化，是茂宜島最獨特的景觀之一。



Asia Travel Trade Marketing







Travel Trade Marketing

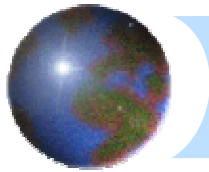
Key Travel Trade Marketing Strategies

-  Expand number of packages/range of packages (Korea & Taiwan)
-  Educate/motivate travel agents to market Hawaii aggressively
-  Emphasize diversity/versatility of Hawaii
-  Increase Shoulder Season Travel
-  Develop Airlift Capacity (China & Taiwan)

Core Activities

-  Daily sales calls
-  Monthly newsletter in 3 languages
-  Training/educational seminars
-  Agent fam trips to Hawaii from Asia
-  Agent promotions with key agents
-  Trade shows – KOTFA/CITM/ITF/PATA

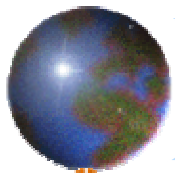




Travel Trade Marketing

Korea Wedding Blitz

- **Hawaii at the 4 largest wedding-related exhibitions in Korea**
 - ✓ **My Wedding Korea Wedding Fair (Jan 6 ~ 10)**
 - ✓ **Seoul Wedding Fair (Jan 6 ~ 10)**
 - ✓ **WEDDEX (Jan 26 ~ 30)**
 - ✓ **MBC Wedding Fair (Feb 17 ~ 20)**
- **Co-promote <Aloha Honeymoon Campaign> with 8 top agents (Hana Tour, Mode Tour, Lotte Travel, Pan Korea Travel, Freedom Travel, Nextour, Honeymoon Travel and Kaya Tour)**
- **Attract to-be-wed couples to chose Hawaii as their primary honeymoon destination**



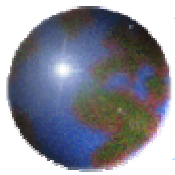
Travel Trade Marketing

Korea Wedding Blitz (cont.)

Aloha Honeymoon Campaign

- ❑ Visa Fee support for the 'bride-to-be'
- ❑ Hawaii-logo giveaway bags to on-site purchasers
- ❑ Co-op Campaign Promotion in travel agent booths
- ❑ Inclusion of <Aloha Honeymoon Campaign> in travel agent brochures

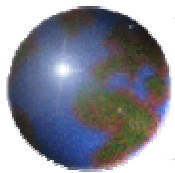




Travel Trade Marketing

- ❖ **Korean Wedding Blitz (cont.)**
- ❖ **Wedding/Honeymoon Exhibitions – Booths**



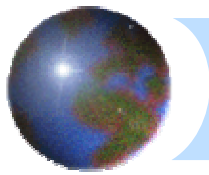


Travel Trade Marketing

- Korea Wedding Blitz (cont.) - Honeymoonfair.com – Online Honeymoon Fair

- Korea's First Cyber Honeymoon Fair (Feb. 15 ~ Mar 6)
- Introduction of over 400 honeymoon resorts around the world
- Featured over 15 Hawaiian resorts
- Over 3,000 daily visitors to the site, 50,000 visitors total
- Lucky draw prize presented to customers who purchased Hawaii honeymoon package on-site





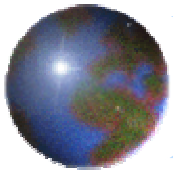
Travel Trade Marketing

❁ **Trade Show Example – CITM Shanghai**

❁ Largest China travel show with 30,000 visitors




❁ Joint Hawaii booth with Hyatt, Starwood, Waikiki Beachcomber, Naniloa Resort, Polynesian Cultural Center, Air & Sea, Galaxy Tour



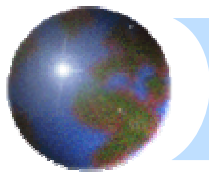


Travel Trade Marketing

CITM – Aloha Night Shanghai

-  Seminar and dinner for 170 key agents and media hosted at Hilton Shanghai.
-  Major stage hula performances
-  Signing of cooperative agreement between HTC and Jing An District Government's Tourism Bureau









Travel Trade Marketing

CITM – Consumer Promotion tie-up

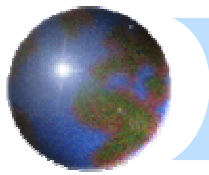
-  Jin An Temple Square tie-up
-  Attracted more than 160,000 people
-  Free booth for CITM participants to distribute promotion materials
-  No cost to Hawaii tourism



CITM -- Hotel Tie-up

-  Hilton tie-up
-  2 nights performances
-  Comp rooms for all staff
-  No cost for HTC



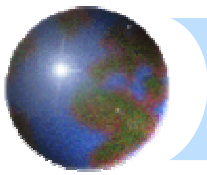


Travel Trade Marketing

Travel Trade Seminars

-  Held each month throughout Asia
-  In conjunction with Major Travel Agents Associations
-  Involving leading travel trade media
-  Held within major wholesalers or as stand-alone Hawaii events in major hotels



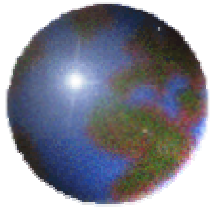


Travel Trade Marketing

Travel Agent Fams

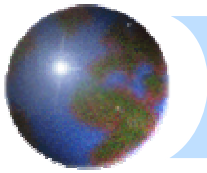
- ❑ Invite key travel trade planners from each market with leading travel trade media
- ❑ Intensive itinerary developed by Pac Rim from morning to night
- ❑ Mini Travel Mart often organized with local vendors
- ❑ Accommodation, Air, Meals, and tours, all hosted by vendors in Asia or Hawaii









Asia Consumer Promotions









Consumer Promotions

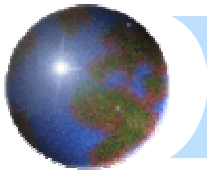
Key Consumer Marketing Strategies

-  Raise visibility of Hawaii among consumers
-  Launch targeted specific promotions
-  Leverage a limited budget via corporate tie-ups
-  De-emphasize High Cost promotions

Activities

-  Large scale online promotions
-  Target-specific consumer tie-up events
-  Consumer fairs
-  Corporate tie-ups





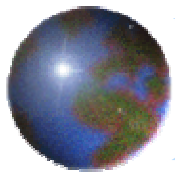
Consumer Promotions



Consumer Show Example – Taiwan ITF

- ❏ Largest Taiwan travel show with 115,000 visitors, a 30% increase from previous year
- ❏ Hawaii booth 2/3 the size of previous years, developed at a quarter of the cost
- ❏ Joint booth with DBEDT, Aloha Airlines, Phoenix Travel, Pop Tour, and Fantasy Travel
- ❏ Best location among NTOs – main corridor, open on 3 sides, highly visible Hawaii logo, with hula dancers attracting large crowds and huge media coverage

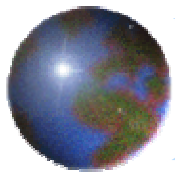




Consumer Promotions

🌀 TITF – Hawaii Booth -- mobbed

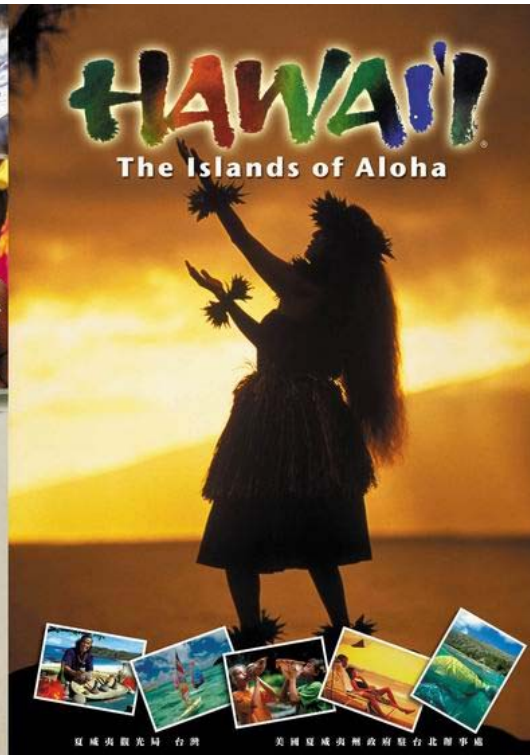
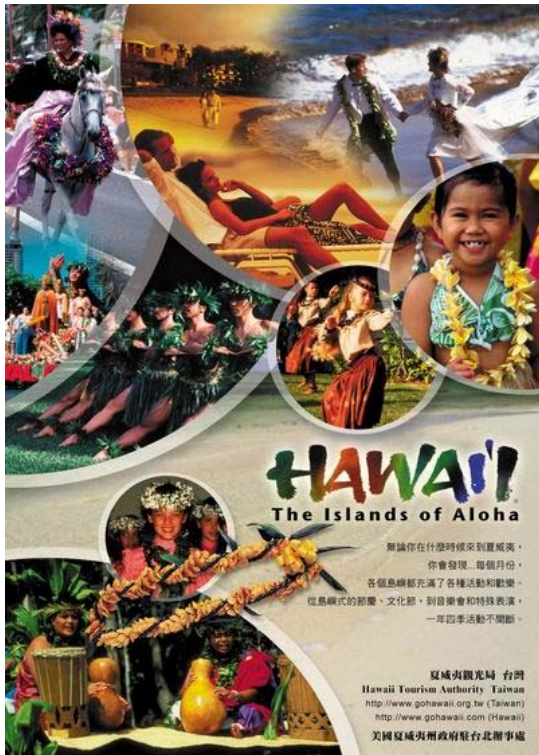




Consumer Promotions



TITF Show collaterals – Hawaii brochure, Hibiscus bag, & CD





Hawaii Booth VIP Guests

Association of Major Travel Agents



***Taiwan Minister of Transportation and
Tourism Bureau Director General***

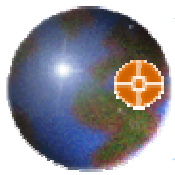


DBEDT's Taiwan Executive Director



ANTOR

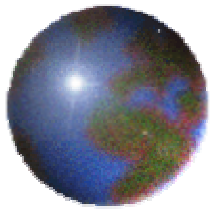




TITF – Focus of Media attention

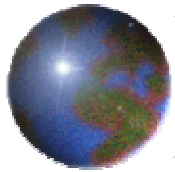
- Hawaii booth featured on all 4 nationwide TV networks





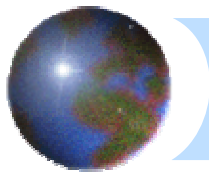
Asia Opportunities to Partner





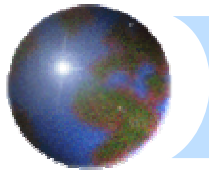
Korean Opportunities to partner

- ✚ **Monthly media trips**
- ✚ **Honeymoon Theme Group Press Fam Tour (3rd week of March)**
- ✚ **Busan Agent Fam Tour (2nd week of April): New market development**
- ✚ **Hawaii Travel Mart (4th week of May): meeting place for Hawaii vendors and Korean travel trade (general agent & incentive group agents)**
- ✚ **“Aloha Festival”, a co-op marketing promotion with Dole (May): Hawaii-theme events for travel trade, media & consumer**
- ✚ **Korean Drama Production in Hawaii with SBS (June)**
- ✚ **Incentive Tour Planners Fam Tour (2nd Half of 2005)**
- ✚ **Hawaii Travel Guide Book Production in Korean language**
- ✚ **FIT Coupon Program: added benefits for FIT travelers**
- ✚ **Monthly E-mail Newsletters updating Hawaii Tourism Korea activities disseminated to over 600 travel trade & media**



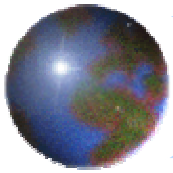
China Opportunities to partner

- ✦ 8-10 media trips per year
- ✦ China Int'l Online Travel Fair & Guangzhou Int'l Travel Fair (March 4-6)
- ✦ Qingdao Int'l Tourism Expo (June 16-18)
- ✦ Beijing Int'l Tourism Expo (June 22-24)
- ✦ China Int'l Business & Incentive Travel Mart (July 25-27)
- ✦ The 2nd East Asia International Travel Fair (Aug 26-28)
- ✦ Luxury Theme Fam Trip (Travel Trade) (September)
- ✦ Hawaii Week in China (To be confirmed) (September)
- ✦ China Int'l Travel Mart (Nov 24-27)
- ✦ FIT Theme Fam Trip (Travel Trade) (December)
- ✦ Monthly E-mail Newsletters updating Hawaii Tourism China activities disseminated to over 700 travel trade & media



Taiwan/Other Opportunities to partner

- ✿ **China Airlines Agents and Media Group Fam Tour (2nd week of March)**
- ✿ **China Airlines FIT Agents and Media Group Fam Tour (April)**
- ✿ **Northwest Airlines Hong Kong Agents Group Fam Tour (dates TBA)**
- ✿ **Philippine Airlines Agents & Media Group Fam Tour (to promote PAL Swingaround Honolulu Holiday Package, dates TBA)**
- ✿ **Agents and Media Group Fam Tour being finalized with China Airlines in Hong Kong and Singapore (dates TBA)**
- ✿ **Kaohsiung Travel Fair: Consumer travel show (May 12-15)**
- ✿ **Hawaii Food Festival at The Grand Hotel in Taipei & Kaohsiung (Summer)**
- ✿ **PATA Travel Mart in Kuala Lumpur (Sept 27-30)**
- ✿ **Taipei International Travel Fair (TITF) (Nov. 17-20)**
- ✿ **Monthly E-mail Newsletters updating Hawaii Tourism Taiwan activities disseminated to over 3,060 travel trade & media**



Marketing Garden

